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Mutual of Omaha  
UNITED of OMAHA

*"Why didn't I get more life insurance when  
I was younger...and when it was cheaper?"*

**If you've ever said that –  
now you've got a Second Chance.**

Dear Ms. Green,

Now you've got the opportunity to get up to \$10,000.00 graded benefit whole life insurance protection at an affordable cost from United of Omaha Life Insurance Company. Your acceptance is guaranteed regardless of the condition of your health. Your premium will never increase. Not because of your age or your health.

For a long time we wanted to do something really important for a too-long neglected group of Americans. Especially the ones in your age group. The solid, decent, dependable Americans who had raised their families...paid their taxes...fought our wars...without asking or getting anything themselves.

So we're happy to offer you a second chance; an opportunity to get up to \$10,000.00 of whole life insurance that builds cash value. Your Easy Way® whole life insurance will be issued if you are age 45-85 (45-75 in MO). Your acceptance is guaranteed and your application is pre-approved. If you already have policies of this type through United of Omaha, you may own a combined maximum of \$20,000.00. Please see the enclosed information for the benefits, features, exceptions and limitations of this coverage.

You can't make a mistake when you complete and mail your Pre-Approved Application and first month's payment. The 60-day free look guarantees that if you change your mind within that time you can return your policy. You'll get all your money back. It will cost you nothing, not one single penny.

Sincerely,

John J. Power

Director, Marketing Services

P.S. We strongly recommend that you give this offer your careful consideration. Most people are surprised at how affordable this protection is, especially at these ages. If your spouse or a friend wants coverage too, be sure to fill out the second application.

Remember, this insurance does not require a medical examination. Your Pre-Approved Application Form is enclosed and takes only a few minutes to fill out. We *guarantee* you protection if you are between age 45-85 (45-75 in MO) and do not already own a total of \$20,000.00 of this type of coverage from United of Omaha.

You can choose to stop receiving "prescreened" offers of insurance from this and other companies by calling toll-free 1-888-567-8688. See PREScreen & OPT OUT NOTICE on the bottom of the brochure for more information about prescreened offers.

**You can't be turned down for this life insurance.  
IMMEDIATE ACTION ENVELOPE enclosed.**